

NEWS RELEASE

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PowerForward Issues “Yellow Alert” for Electric Conservation as temperatures climb along the Wasatch Front

The Utah Energy Office has declared tomorrow, July __ as a PowerForward “yellow alert” day along the Wasatch Front. Residences and business customers are advised to take extra conservation steps to conserve electricity during peak hours of noon to 8 PM.

Today’s yellow-alert notification indicates a strong need for conservation. Yellow days occur when above normal temperatures and regional power supply conditions have the potential to result in a shortfall between available electricity supply in Utah and forecasted demand. Conservation is especially important on yellow-alert days to reduce the need for the state’s utilities to make expensive purchases of power on the wholesale spot market. Consumers are urged to avoid using electricity between the peak hours of 12 noon and 8 p.m..

“Weather forecasts call for temperatures to be above 100 tomorrow and into the weekend”, said Jeff Burks, PowerForward program director. “Power demand to meet air conditioning needs peaks on days like this. Reducing electricity usage is helpful for preserving our electric utility companies’ ability to deliver reliable and affordable electricity to Utah homes and businesses.”

The PowerForward website, www.powerforward.utah.gov, provides consumers access to information about the day’s energy conservation alert status, as well as practical information on voluntary, low-cost and no-cost conservation actions individuals and businesses can take to reduce non-essential electricity use during peak hours of the summer. Consumers can also sign up to receive automatic e-mail alerts when yellow or red alerts are called.

“Consumers can indeed make a difference,” said Margaret Kesler, spokeswoman for Utah Power. “Turning up the setting on your air conditioner’s thermostat is the most effective way to save electricity during the summer. Each degree above 72 results in a 3 percent electricity savings from your air conditioning system.” On yellow-alert days Kesler recommends setting the thermostat of your air conditioner to 85 when leaving home for the day and 78 degrees when at home.

Other ways the PowerForward campaign suggests to beat the heat and stay cool while conserving electricity include:

- Keep doors and windows closed during the day while your air conditioner is running.
- During the day, close blinds on windows that directly face the sun. In the evening open windows and use Utah’s lower nighttime temperatures and canyon breezes to cool your home.

- Reduce the use of appliances that produce heat. Ovens, ranges, and clothes dryers all produce excess heat and require extra electricity to keep your home cool and comfortable.
- Wait until late evening or early morning to use the washing machine, clothes dryer and dishwasher. Use the “air dry” cycle on your dishwasher
- Minimize the time your refrigerator door(s) remains open. Cold air lost from your refrigerator requires the compressor to run longer and produces more heat in your kitchen.
- Turn off lights, TV’s and electronic appliances when not in use. All these appliances create heat when they are on.
- As outside temperatures allow, use a fan to cool your home. Moving air provides a 5 degree cooling effect on your skin.

“The PowerForward alert network is an extremely important tool to help us manage summer power demand,” said Governor Leavitt. “Each of the last two summers we have asked the media to help us promote electricity conservation on yellow-alert days. They have responded and our ability to manage the power system has been enhanced.”

Last summer, Utahns conserved an average of 90 megawatts on each of the 11 declared “yellow” days saving electric utility companies an estimated \$750,000 in avoided wholesale power purchases. Ninety megawatts is enough power to supply nearly 45,000 houses – about 12 percent of all households in the state – for a day.

The PowerForward energy conservation campaign was established by Governor Leavitt, and Utah’s electricity utilities to assist consumers in using electrical energy in the most efficient manner. The PowerForward alert network relays day-ahead information to consumers notifying them of those days and times during the summer when electricity conservation efforts are needed to maintain system reliability and reduce the amount of electricity Utah’s utility companies must purchase from the wholesale spot market.

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